



Tourism Advisory Council Meeting

Tuesday, March 7, 2023
New York State Capitol Building
Second Floor – Blue Room
State Street and Washington Avenue
Albany, NY 12224
11:00 a.m. – 12:30 p.m.

Webcast address:

AGENDA

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| I. | Approval of Minutes | Cristyne Nicholas |
| II. | Chair's Report | Cristyne Nicholas |
| III. | I LOVE NY Report | Ross Levi |
| IV. | Guest Speaker: | Kelly Blazosky, President of Oneida County Tourism |
| V. | New Business | |

Next meeting: Wednesday, May 31, 2023
NYC Office, 633 3rd Ave.
11:00 a.m.

Tourism Advisory Council - Meeting Minutes

Draft-Subject to Board Approval

Date: Monday, January 23rd, 2023

Location: 633 3rd Ave. 37th Floor Boardroom, NY, NY

Attendance

TAC Members

In person: Cristyne Nicholas, Natasha Caputo, Valerie Knoblauch, David Filipiak

Called in: Dan Fuller, George Ntim, Tom Mulroy, Assemblyman Danny O'Donnell

ESD / NYS Staff

Ross Levi, Richard Gagliano, Sara Emmert, Rowena Sahulee, Lisa Soto, Markly Wilson, Heather McElhiney

Guests

In person: Kelly Curtain, NYC & Company; Peter Feinman

Called in: Corey Fram

Meeting called to order: 11:03 AM

I. Attendance and Approval of Minutes – Cristyne Nicholas

- Motion to approve by Val Knoblauch
- Minutes approved with a second by David Filipiak

II. Chair's Report

- Welcome back, everyone. I hope you all had a nice holiday season. Had a chance to see Ross a lot over the holiday season, working very hard. We are looking forward to all the exciting things that 2023 has in store for us.
- For my report today I want to briefly highlight some tourism-related announcements.
- First, I wanted to announce that Anthony Davidowitz has resigned from the council, effective December 31st of 2022. I'd like to thank Anthony for his service and participation with the TAC, and for his contributions to the state's tourism industry, especially through his work at Storm King Art Center. We wish him the best in his future endeavors.
- Additionally, due to a conflict with IPW in May, we will be moving the May 22nd TAC meeting to Wednesday, May 31st, so please make note of that change. An updated meeting calendar will be sent later. It also gives us a chance to get an update from IPW on what transpired on their end.
- May is National Tourism month, so we are going to be very busy and in touch with each other.

State Historic Site Improvements

- In November, Governor Hochul announced the reopening of the Philipse Manor Hall State Historic Site in Yonkers after a \$20 million renovation of the building and grounds, as well as design of new exhibits.
- As one of the oldest National Historic Sites in Yonkers, Philipse Manor provides a look into early Colonial-era life in New York State, and the new exhibits incorporate the journeys of the Philipse family and the extensive role that Africans and indigenous people had in shaping our state's history.
- Previously, the manor would see approximately 15,000 visitors a year, but the site expects visitation to double in the coming year.
- Additionally, the governor announced that Olana State Historic Site will undergo major capital and site improvement projects over the next two years, including construction of the Frederic Church Center for Art and Landscape, a new entry and orientation facility at the historic site in Hudson, Columbia County.
- The sustainably designed, all-electric Frederic Church Center will be a gateway to all visitors to Olana State Historic Site and is the marquee project of a \$25 million investment, which includes a \$1.4 million grant from ESD's Market New York program. Construction is set to begin in Spring 2023 with an opening date of Spring 2024.

ROSS LEVI:

- To mention to everyone who has not been to Olana, it is an incredible gem in tourism in NYS. It is fair to say, the welcome experience has not been worthy of the gem that it was, you kind of went into a barn they had there, and it was functional. But now it will be this beautiful State of The Arks Center, with more parking, and that is going to be the new welcome experience.

- They have it designed in that way that also follows what Frederick Church wanted. I am excited about it.

CRISTYNE NICHOLAS:

ORDA Venue openings

- November also marked the start of the Alpine and Nordic skiing seasons, and the opening of the Olympic Regional Development Authority-operated ski venues.
- The venues at Gore, Belleayre, Whiteface, and Mt. Van Hoevenberg opened following investments in facility upgrades, renovations, and snowmaking infrastructure ahead of the winter season, which help support New York's \$16 billion winter tourism industry.
- Over the past six years, New York State has invested more than \$550 million in ORDA facilities. This includes the completion of the Lake Placid Olympic Center's \$104 million renovation, which includes a new retail shop, indoor and outdoor dining and a fully updated Lake Placid Olympic Museum.
- Thanks to these modernization efforts, ORDA facilities can improve operations and open earlier in the season, while also supporting large-scale events such as the Lake Placid 2023 FISU World University Games, which wrapped up yesterday. We'll hear more on those from Ross shortly.

NYSCA Funding

- At the last TAC meeting, we mentioned the unprecedented levels of capital funding available across the state for arts and cultural organizations. At the end of November, the governor announced nearly \$45 million in grant awards has been made to over 1,200 arts groups including museums, visual arts program, arts education organizations. These grants will go a long way in supporting arts organizations and artists as they return to pre-pandemic levels of capacity and creation.
- NYSCA's \$100 million capital funding grant application period also closed earlier this month and we look forward to hearing more about those awards in the coming year.

Nexus Center in Utica

- In December, Governor Hochul announced the grand opening of the \$64 million Nexus Center in downtown Utica.
- Thanks to state support, which includes \$22 million through the Upstate Revitalization Initiative, the 170,000 square-foot tournament-based recreation and sporting complex will be utilized for ice hockey, box lacrosse, soccer and other field sports, and will draw competitive youth teams from across the U.S. and Canada.
- The Nexus Center is projected to host 24 hockey and 24 lacrosse tournaments each year, welcoming more than 320,000 annual visitors and generating over \$26 million annually in direct visitor spending.

Niagara Falls Projects

- To attract new visitors and development to downtown Niagara Falls, the governor announced two transformative projects including: a \$12 million Niagara Falls Heritage Gateways project and transformation of the Niagara Gorge Discovery Center.
- The gateways project, which is comprised of five public gateway features intended to stimulate reinvestment in Niagara Falls, aims to expand activities downtown while strengthening the connections between downtown Niagara Falls and Niagara Falls State Park. This includes new observation decks and installation of multi-use outdoor pavilions for performances and recreation.
- In addition, New York's State Parks Office approved an agreement authorizing the Aquarium of Niagara to manage operations at the currently closed Niagara Gorge Discovery Center. Construction will now start on transforming the Niagara Gorge Discovery Center into Great Lakes 360 — an exciting new space for Great Lakes-focused exhibits. This project also received both capital and working capital Market New York grants to support renovations and improvements that Ross will discuss more in a moment.
- These new projects, which aim for openings in 2024, will help draw even more visitors to the region and help tie the downtown area to one of the state's most iconic tourism attractions.

250th Commission

- Finally, last year, the governor signed into law legislation to develop a plan to commemorate the 250th anniversary of the American Revolution and establish the 250th Commemoration Commission Fund.

- The 13-member commission will be co-chaired by Parks Commissioner Erik Kulleseid Commissioner of Parks, Recreation and Historic Preservation and State Education Commissioner Betty Rosa. It also includes the New York State Historian as well as stakeholders from across the state with knowledge of history, historic preservation, and tourism. They will support and facilitate local efforts by heritage organizations, municipalities and others in commemorative planning and programs.
- I was proud to be appointed to this commission and will be working closely with the I LOVE NY team to represent the state's tourism industry at these meetings in the coming months.
- Stay tuned for more information on that commission.
- And that concludes my report.

III. I LOVE NY Report

ROSS LEVI:

Governor's State of the State Address

- The governor delivered the State of the State address earlier this month with a very targeted agenda for this year's legislative session.
- Our tourism industry was one of the "envies of the world" as one of the state's top industries and economic drivers.
- And several proposals that were included will benefit New York State tourism and travel, should they come to fruition, including:
 - Investments to public transit both in upstate regions and downstate, making it safer, more affordable, and accessible to all. This includes expanding the MTA City ticket, which provides Metro-North and Long Island Railroad customers with a low-cost, flat-fare to travel within New York City during off-peak hours, will be expanded to include peak hours for a modest premium. This expansion will greatly assist commuters and tourists to New York City and will benefit more than 10,000 trips on an average weekday.
 - Expansion of workforce development initiatives to help expand and modernize training and career centers
 - Indexing New York's minimum wage to inflation, helping thousands of low-wage workers out of poverty
 - Public safety measures to help offset concerns over rising cases of crimes
- The governor will also release her Executive Budget in the coming weeks, and we look forward to hearing more about her vision for the coming year.
- While what the governor has outlined so far has not been tourism-specific, her proposals will support the continued recovery of our industry.
- And as we have mentioned in previous TAC meetings, the Division of Tourism has several new initiatives that we are working on throughout the next few years to support the industry, including expanding travel trade work and international work and supporting outdoor recreation efforts as part of federal funding that was awarded to the Division last year.
- So we are excited for the new year and all the new work that lies ahead.

RICHARD GAGLIANO:

Consumer Marketing – Winter Advertising

- This winter has been very active for I LOVE NY in terms of marketing.
- First, there is our core statewide winter execution, which has been running on broadcast and digital since early December 2022.
- The goal of this execution is to illustrate all the variety, the breath, the fun, and the unique attractive activities available in NYS during the winter season.
- Hopefully you have seen this running, it runs till mid-February 2023.
- That is our core winter statewide targeting in state markets.
- The FISU Games have been running for the past 10 days, they started last Thursday.
- I was able to check out all the new renovated facilities that Cristyne mentioned. Morning hockey games at the Herb Brooks Arena, went over to Whiteface Mountain, watched some of the downhill and slalom. I was able to make it over to Mount Van Hoevenberg, and the curling facilities.
- Just beautiful and great that the state has made the decision to take these facilities that were built almost 40 years ago and bring them up to current standard to be able to put Lake Placid on a Global stage.
- I also learned that one of the Russians that won the silver in the 90s left the medal behind and to this day it is on display at the hockey section at the museum with the explanation "We don't know who's this was, but someone left it behind"

Ross Levi:

- Rich and I also learned that the Lake Placid games were the first Olympic games ever to have the 3-tier platform. That was an idea from Lake Placid. The first person to stand on that was a Lake Placid local, an Athlete who took the oath on behalf of all the athletes, and later that day, he turned out to be the first one to win the gold medal and step on the podium as a winner.

Richard Gagliano:

- The official number of countries participating was 50+. Just walking around the street you could jackets from all over the world.
- The Ukraine team was there, and it was a great moment when they were announced. Just amazing that they continued to train with everything happening in Ukraine. It was amazing to be a part of that.
- From a marketing perspective, leading up to the game, we put together a campaign that ran digitally. That campaign was designed to talk about the game specifically but not just in the context of those 10 days. We wanted to use the games as an example of all the great activities of either going to watch the games, or experience for yourself all winter long at the Lake Placid, Adirondacks region.
- Thanks to the LP 23 organizing committee, ESD for their representation, and to dozens other state agencies involved, it has been a long time coming. Earliest conversations were close to 5 years ago, and it wrapped up last night.
- Finally, we are also about to launch our efforts in several years, to promote NYS as a ski destination. Many may not realize that NYS has more ski areas than any other state, and we want to help get that word out.
- To reach a broader audience as possible, we included 3 core messaging points:
 1. The amount of ski areas across the state.
 2. Point out in the commercials that there is an opportunity for beginners, we want people to know that it is not just for people who ski on a regular basis.
 3. There are plenty of other activities at these ski areas than just skiing.
- The commercial we will play soon is also supported by dedicated I LOVE NY landing page that allows you to zoom on the map, based on the area you are looking to travel to, by clicking on the snowflake icon, it will pop-up and display more information on the ski area or ski resort you are looking to travel to.
- We also are helping support this campaign through the ad screens at Moynihan train hall. They have several large video screens throughout the hall that are great for this type of advertising. We have been working closely with them to help promote I LOVE NY as much as possible.

ROSS LEVI:

Tourism Industry Support

- We are just a couple of weeks from the American Bus Association Marketplace (ABA) – Detroit, MI, February 4-7.
- I LOVE NY is sponsoring the NYS DMO Association's activation at this year's American Bus Association Marketplace from February 4th through the 7th in Detroit.
- The marketplace features motorcoach, tour operators and travel industry suppliers from across the country who are looking to expand tour and group travel business, so it is a good opportunity for us
- We have participated and supported the DMO Association's participation in this event for the past few years, as this show is attended by over 300 tour operators and more than 50 representatives from destinations, hotels, and attractions across NYS. We can help bring some additional leadership and back up those efforts.
- This year, I LOVE NY will have a branded booth with our logo and vacation region map, which will be staffed throughout the show to connect with tour operators
- I will be presenting on NYS group travel new developments at the NYS Operator Breakfast with a Special guest from the National Comedy Center, as well as providing a welcome address at the NYS Dinner for tour operators
- I will also participate in over 30 pre-scheduled one-on-one appointments with qualified buyers

Travel Trade Work

- ABA is the main example of the domestic travel trade work for have done for a few years now. But you will remember that a big part of our grant from the federal Economic Development Authority was to do more travel trade work in the MICE, amateur sports and group travel segments.
- To be precise, \$6M of the EDA grant will be used to do this travel trade work through the fall of 2025.
- We have aligned our staff to help support that work, with: Markly Wilson continuing to do international sales work; Danae Jones-Persip coordinating trade show, FAM trip and Brand USA activities; and Heather McElhiney utilizing

her experience as a former TPA to oversee the trade work overall. Similarly, we have selected a consulting firm to bolster our trade work and are currently finalizing the contract with them.

- We are also engaging with partners across the state, including the county and regional TPAs, the DMO association of NYS, NYSTIA and NYC + Co to coordinate strategies and outline how we can best complement each other's work in this space. You will remember we are also sub awarding close to \$15M to DMO partners across the state to help support the work they are doing, including with the domestic and international travel trade. We are currently finalizing those awards with the EDA in the hope that they can be announced soon.
- One of our goals with this work is to strengthen I LOVE NY's capacity to be of service to the travel trade, so we will have an eye on building assets that can live on even after the EDA grant, such as a database, website, collateral and more.
- We look forward to reporting back to you on the continuing travel trade work as it comes to fruition.

Market New York Rd 12

- Awards for round 12 of Market NY were announced this past December
- We had over 140 applicants requesting almost \$40M
- In the end, we awarded 69 projects for the \$15M available.
- This year the match requirement for WC/marketing applications was changed from 25% to 50% match in order to establish consistency across tourism grant programs
- Proposed projects that align with the following NYS tourism initiatives will receive particular attention: MICE work; international tourism promotion and outdoor recreation promotion.
- Of the 69 awarded some highlights include:
 - **\$40,000 to support the Lake George Music Festival:** an internationally recognized classical music festival, plans to use grant funds to promote a new initiative called the LGMF "Plus Pass." This summer events series promotion will market a season pass valid at the Lake George Music Festival's summer performances and events, plus several other cultural and scenic tourist attractions, increasing local and regional visitation.
 - **\$150,000 to support a marketing campaign to raise awareness of the CNY Arts Community:** The campaign will attract new and returning visitors to (re)discover the region and its rich cultural activities and expand their experience of the region, promoting return visits.
 - **\$400,000 to support critical renovations at DIA Art Foundation** including facade restoration addressing climate control/energy efficiency issues; relandscaping of an area impacting accessibility; creating more accessible gender neutral and family restrooms; and replacement of the HVAC system.
 - **\$505,000 to support event programming for NYC x DESIGN** highlighting thousands of New York City's creatives and design businesses by hosting events across the city's five boroughs. The project will expand impact through new programming that will drive more visitors to New York City and target inclusive growth for local businesses.
 - **\$900,000 Capital grant and a \$100,000 working capital grant to the Aquarium of Niagara** to fund a portion of the construction costs to open a new cultural attraction in the Niagara Gorge Discovery Center. The marketing funds will be used to directly appeal to visitors through a regionally based, multi-pronged advertising campaign.
- For more information on awardees, folks can visit the regional council website at regionalcouncils.ny.gov

Cristyne Nicholas: Is it 50% in the Capital grant?

Ross Levi: The Capital is higher; the match is 80%. The grant puts in 80% and the state puts in 20%. And that is to keep up the consistency with most Capital grants that NYS has.

David Filipiak: I love to hear that you are increasing your spending for domestic travel trade, and you mentioned that it is a grant that goes till 2025. Does that mean that after 2025 you expect to return to what you are currently doing, minus the long-term assets?

Ross Levi: Yes, we will continue. The good news is, a lot of what we are currently doing will have to live up, the website does not have to go away, the collateral, we have a booth that we can go and use. That said, we are still going to need resources to continue doing the work. I certainly hope that we will be able to show the value of the work and it will make sense to continue and invest. And if TAC agrees then the projects will go on, that would be good to know too. We have been hearing for years, how important this work is. The truth is folks who are not involved in the tourism industry hear tourism and think of families taking vacations. They do not realize that for much of NYS that really changes the game are meetings and trade shows and amateur sports tournaments and bus tours and all other things. So, hopefully the dividends will be shown, and we will be able to continue that work even if not exactly in the same scale, more than it has been.

David Filipiak: NY is seen as a top tier state for domestic tourism, but when you go to the travel trade there are other top tier states that are very competitive and NY is usually not as aggressive, so it is great to hear that.

Cristyne Nicholas: We will be in Albany in March, so we can reiterate this message as well.

Valerie Knoblauch: On the expansion of travel, which is excellent, and I completely agree on the domestic. Is the timing for... 2024? Are you going to as many shows as possible this year? And how can we help on the TPA side?

Ross Levi: My thought is basically IPW, it is kind of our first chance, but even then, we are still getting up to speed. We are hoping that IPW will be able to announce a calendar of what is coming up, over the next year or so. I know that the industry has been asking for that for a while and so we hope to be able to work on that right now. So throughout the rest of 2023 and certainly 2024 is when we will be able to do this even more, but the pretty work is already happening. So that is great to have IPW for future plans in our budget.

Cristyne Nicholas:

- Prior to the pandemic, TAC started an initiative, that every meeting we would have one of the 11 vacation regions' leaders come in to update us. We have heard from the Adirondacks, Greater Niagara, Finger Lakes, Hudson Valley and Long Island.
- Today, a special guest is joining us from 100 Islands Region of NYS.
- Corey Fram is the Director of the 1000 Islands International Tourism Council and has agreed to join us remotely today to provide some insights into the region, including main attractions, tourism drivers and marketing strategies for the region. Welcome Corey.

COREY FRAM:

- Good morning, everyone. Thank you very much for your time this morning.
- Before I get started on what is the 1000 Island Seaway Region, probably the best way to orient the group to those who are not familiar with us would be where we are located.
- 1000 Islands Seaway is located in Northern NYS along the Eastern shore of the last of the Great Lakes, like Ontario and the St. Lawrence River. Essentially, the St. Lawrence River is a very large body of water that carries all the water from the Great Lakes and eventually out to the Atlantic Ocean.
- There is an image in front of you on your screen to give an idea of what the St. Lawrence River really is in terms of scope and a particular portion of it.
- 1000 Islands Seaway region is comprised of 3 counties.
 - Oswego County, in the eastern shore of Lake Ontario.
 - Jefferson County, which is a name that may not be familiar to you because Jefferson counties are like Springfields, and most states have them. The leisure brand of Jefferson County is the 1000 Islands.
 - St. Lawrence County, which is a large county, bigger than the state of Rhode Island, that touches two I LOVE NY regions, the 1000 Island Seaway region and the Adirondacks region.
- We share a border with Canada. The waterway is what separates us, so we essentially are that front door/porch into the USA, into NY for that portion of Ontario, Canada.
- There are a lot of islands there, more than a thousand. I like to tell people a fun fact: there is 1864 islands that are shared between NY and Ontario, Canada.
- Here we have been a leisure destination since mid-late 1800s, when this part of the world was a summer retreat for folks in the city. The train ran from the major cities of the Northeast up to our destination. That is where people would come to escape the heat and really became this background for the rich and the Gilded Age in particular.
- However, our destination today is one for everyone. As you can imagine with all that water surrounding, there is a lot of outdoor water base recreation opportunities, fishing for example. The folks at Bassmasters have been doing some tournaments here, broadcast with their partners, ESPN, FOX.
- In the last couple of years, they named us America's greatest fishery.
- While it is a very large geographic area, it is very sparsely populated.
- Cruising, Gilded Age castles sprinkled throughout the region, diving, underwater shipwrecks, there are a lot of military U.S. history through these waters and the National Oceanic and Atmospheric Administration is preparing to Eastern Lake Ontario as a National Marine Sanctuary
- That is what you get for visitor's experience here and it mixes in some of the heritage cultural sites, particularly military history war of 1812. Places like Sackets Harbor Battlefield, Fort Ontario in Oswego, Fort de la presentation in Ogdensburg; Safe Heaven Museum down in Oswego County.
- A lot of those heritage sites tied to American history. There's an image there regional native Frederick Remington, who is one of America's most well-known artists and whose artwork tends to show up repeatedly regardless of political affiliation in the Oval Office.
- 1000 Island is predominantly a leisure destination, although we obviously are active in the travel trade. Predominantly spring to fall, although winter is growing.

- Reactively speaking, 1000 Islands Seaway region is a small part of the visitor spending pie in NYS. We account about 1%, that is about \$576 million going to tourism economics going in 2021. Small on the NYS scale, but very significant in terms of our regional economy.
- A significant portion of our workforce is tied to the travel economy. Particularly in my county, Jefferson County which is where those islands are and where hospitality and tourism are a long-time part of the culture.

Types of Spending

- When we look at where we have been spending the most: Second homes is significant for us, as you can imagine all that waterfront property on eastern shore of Lake Ontario, the upper St. Lawrence River, and the islands. We have significant investment in second homes. That is why issues such as water levels like Ontario and St. Louis River where water level is somewhat controlled via a Dam system in Messina, NY; as well as being impacted by climate change are very important to us. We have had some very high waters and some very low waters going back to 2017, that really impacted our tourism and travel economy.
- Food and beverage. As a predominantly leisure destination, people go to the 1000 Islands to escape, to relax, and to have fun. You do not see lodging pop up as much in this region, because truthfully, we do not have a significant amount of high-end luxury lodging property. They do exist here, but this is a relatively low-cost destination for everyone.

Since the Pandemic – Change in Market Demand

- The pandemic impacted us most significantly along our northern border to Canada. In the Bridge Crossing system (I am looking at the toll booth right now, so I have an amazing view), the smallest of the 1000 Islands is actually in this picture. If you look to the right of the picture, there is an island sitting in the middle of the water and then there's a tiny little speck of green above it. That is Tom Thumb Island, and it makes the cut to be an island you have to be above water year-round and you have to support at least one living tree. So Tom Thumb is our smaller, and our largest is in the size of Manhattan. So they vary in size.
- One of the things that happens in this region is dealing with the restrictions at the US Canadian border. We have several crossings in this region as we do all over in NYS. But I want to focus on just one:
- Alexandria bay, NY – Lansdowne, ON. This is one crossing located just outside my window. These numbers are strictly Canadians and the Canadians that visited the US for less than last 24 hours, these are short haul travelers, so it is a very narrow look. Via car and Canadian citizenship.
- We are looking at roughly quarter million pre-pandemic. It drops 80 plus percent when restrictions were imposed in March of 2020.
- 2021, still under restrictions which showing significant improvement, but still missing almost all our short haul Canadians using this crossing.
- 1000 Islands Bridge passenger vehicle crossings: This have gotten very confusing for Americans and Canadians that were used to traveling the border and particularly those of us in tourism trying to draw Canadians down because what happened with these restrictions in March of 2020 is essentially the ruling was essential travel only. That definition changed over the months and years since that restriction has been in place.
- By November of 2021, the US and Canada started allowing travelers for leisure purposes that have been prohibited from March 2020 to November 2021. To do so, travelers had to fill some information on the online app to get to Canada and needed to provide a negative screening to get into Canada.
- This is particularly concerning because we want Canadians to travel south and for them to get back home, they would have to take a test. That test came with a cost of \$100.
- So when this regulation was in place, it favored southern destinations.
- By April 2022, the testing requirement goes away, and you still must complete an app to get into Canada. It is called "Arrive Can", it asks you for essential information: why you are crossing, when, etc.
- Oct. 1st of 2022, the government announced that the app is no longer required. No need to fill out the app, just show up. There is a significant improvement in the month of October narrowing that gap from 2019.
- Every time a restriction is lifted along our international border travelers to return. There is a demand there, but we are still not back to our 2019 level. Currently there is still a restriction in place to enter the US via automobile, you must prove vaccination against COVID-19.
- That is when our marketing efforts and the work that all of us do become so important.

Growth that is Manageable, Deliverable and Mutually Beneficial

- Looking forward we are trying to figure out what are our best next steps and what we have seen is investment that attracts new markets. 1000 Islands Seaway region, as I mentioned about 570 million dollars here in visitor spending has increased significantly since 2021. We have seen about a 20% increase.
- What we have seen through the past several years in this region and throughout the northern border of NYS is investment along the waterway. Particularly, with the Redi Commission, Resiliency Economic Development Initiative

that came online once we had the high water that put much of our infrastructure underwater and made it unusable. There has been significant investment by NYS along the waterways.

- We are starting to see investment inquiries from Florida from yacht operators, pilots, and crews that pilot yachts that can get into the Great Lake system looking for itineraries and how to build them out.
- We are seeing our communities starting to target new markets and shore up their ability to handle different types of visitors. In terms of economics we are doing well and have outpaced 2019 in 2022.
- We want to be wary of things such as over tourism. We don't have that experience now, but how do we combat that? We are starting to target higher-yield visitors for their destinations along with all the places like NYC.
- The efforts by the I LOVE NY team to allow us to jump on board with cooperative partnerships is appreciated.

Re-engaging Canadian's travelers

- I am the DMO for Jefferson County, NY. I am unique in that my organization does service the Canadian side of the border as well.
- Since October 1st, we started running cross-border campaigns and our experience has been that the last several years of having a restricted border it's unfortunately the destinations are out of sight, out of mind.
- We have not been in front of each other, and we have not been each other's reasons to cross. There has also been a political level of animosity that we notice in the feedback to our ads and just frankly the virtual is kind of ugly. There has been division among folks seeing advertising. Both from Canadians and Americans. 57:00
- We know that we rely on cross-border trade, and we have the Canadian folks that we want to come and visit us. So, that is the challenge ahead of us. You know very much something we live every day and wish to work on with the I LOVE NY team and the rest of their partners around state.
- *Show slide with contact information.
- I appreciate you all giving me time to talk about the 1000 Islands.

Cristyne Nicholas:

- Thank you so much Corey, it really is a beautiful part of NY. I know it a little bit because I have an older sister that went to Oswego, so I used to enjoy going up to visit her and I am sure it probably has not changed much.

Any questions for Corey?

George Ntim: Corey, thank you so much for the great presentation. I saw from one of the slides, you mentioned something about shifting leaders' market or something. If you could explain that I would really appreciate it.

Corey Fram: Thank you so much George, what I was referring to is coming out of the pandemic we had to shift our markets. So in 2020, like so many other destinations, it became: where do we feel safe marketing? And for us we had that x factor of one of our predominant markets which is Ottawa. Ottawa is a very affluent market, it is capital Canada, high income, relatively short drive, there are portions of our regions that you can drive to Ottawa within 30 – 40 minutes. So when that was cut off from us, it then became that shift and starting to talk to in-state vision on NY side. The reality is that most of Central NY and Western NY, great core market forests, but we do miss some of that affluence and price point and ability to draw higher yield.

Dan Fuller: I was interested in your comment about some of the travelers changing their habits and we saw that last fall when we attended the Toronto Ski Show that a lot of the Canadians shifted their habits of coming down to NY, whether it is holiday valley or sales at Bristol and they changed their destinations to Western Canada, so that is one of the things that we are challenged with right now. Trying to get that Canadian market back just like you said. But I thought your comment was interesting.

Corey Fram: Thank you Dan, there are working against us. Ontario, for example, had a staycation tax credit program put in place last year to really incentivize folks on travel close to home on the Canadian side. Not to sum it up too quickly, but NY reopened its economy coming out of the onset of the pandemic much sooner than Ontario, so they have been a few steps behind us. They are still in a mode of really trying to engage their domestic travel and I am starting to see some Ontario destination here on the state side. But we have our work cut out for us, and I think it is hard for those of us who work in tourism and hospitality who want to be so welcoming and want to share a story and want to treat people with respect and dignity to see the effect of some of the discourse out there. so letting them know that they are welcome is a challenge for all of us.

Cristyne Nicholas: At this point I would like to open any comments or new business that anybody might have. I would like to thank Ross for joining us on behalf of Caroline. I believe you all have heard; she lost her lease on Broadway where she was for 30 years. So it is closed right now, but because of Ross and making these connections that we make at TAC, he introduced us to the National Comedy Center and because of that introduction, many of the artifacts from Caroline's have

been shipped up to James town and they will be opening a special exhibit in the summer with the stage and the Harlequin and the stools. They were all artistically made. It is all through TAC that it was all made possible.

Ross Levi: Yes, it was a great event that got amazing coverage here in NYC for when the Comedy Center was here to officially accept those artifacts just before New Year's Eve.

Cristyne Nicholas: It is a great partnership between NYC and Upstate to show how I LOVE NY can bring it all together. In fact, on Sunday morning, CBS had a feature on the National Comedy Center. Anyone else, has a new business to add?

George Ntim: Cristyne, I too want to thank you for all you do for NYC. We all are helping to promote NYS, but all the things that you do in NYC specifically in Times Square area. All the success would not be the same without your support. I would really like to thank you from the bottom of my heart. We are all frustrated in the Times Square area, but you have done such a tremendous job and then bringing the stakeholders together and we have seen some great improvement there.

Cristyne Nicholas: Thank you, George. It is a work in progress, but I think that now we got the attention of the mayor and a lot of the stakeholders as you said. We look at Times Square in NYC as the gateway to NYS and if NYC is not going to do well then NYS will not do well. So there is this perception issue, that we are trying to tackle. If we get the reality in check, basically get crime under control better, then there would not be this perception issue. So it is a work in progress.

Ross Levi: Truly, I LOVE NY agrees that if we did not know, COVID made it clear that NYS tourism needs NYC and perhaps vice versa but certainly as the city goes so does the state. It is one of the reasons why we work very hard more so frankly than we have in the recent past to include NYC as well. You see our winter commercial; you don't necessarily think of NY and winter, but we had beautiful snow-covered Central Park and you know NYC was features in our summer commercials. There is more of that that will be included going forward, so that is important.

Cristyne Nicholas: If we can get the Canadians in the 1000 Islands to do the same. Terrific!

Valerie Knoblauch: We are so happy that you are on the NYS 250th. I think is great, and the support from Philips Manor further establishes NY's history. It's just a great opportunity for us and I look forward to working with you.

Cristyne Nicholas: I am on, meaning all of TAC is on. All 13 of us will be working on this together, which is very exciting.

Ross Levi: In addition to Cristyne being on it as chair of TAC, which is her official seat, our commissioner is on as well here at ESD and myself and Richard as the designees as well. So, there will be a lot of connection there.

Kelly Curtain: Just one other thing, I brought this up at the NYS DMO meeting last week, but NYC EDS is looking for spaces and really wants help reaching out to venues upstate across the state to help with their humanitarian emergency response and relief centers, sites throughout NYS to temporarily house asylum seekers. So it is business, they 60,000 square feet and I have some specs and information and I will send them through NYSTIA and the DMO, and this group too to get it out to as many destinations as possible.

Pete:

- History Archeology and Education and the American Friends of Lafayette which will be celebrating the bicentennial of his visit to the United States in 1824 which began in NY and covered all the state then and all of 24 states of the country across Washington, DC.
- We are busy working on our programs now, he arrived on August 15th in Staten Island. We are working with tall ships to have an escort to bring him into Manhattan where there was a parade of 50,000 people. I don't think we can do that this time around. Then he traveled everywhere, his initial trip was through Westchester on the Boston Post Road up to Boston, came back by steamboat from the Capital region, back down to NY and arrived in time for Labor Day in the U.S open.
- There will be a lot of tourists around then, he went also from Niagara all the way across Albany before coming again by steamboat. He did that around the time when the Erie Canal was being completed, and he was able to ride portions of it. He got to visit the Oneida who are his close friends. So he was also active in abolition and various other activities.
- I am with the NY Committee, and we are putting together the program for that. I see that you have a webinar here for the Underground Railroad, and if we could set up something like that for statewide for the American friends of Lafayette, the tourists' organizations, and history organizations, I think that would be very useful.
- We have an itinerary that practically goes day by day, meal by meal of where he was and who he met. Some buildings are still there, some are not. We also know if he is traveling, we may not have the name or how many roads were there back then. For example at the conference at Fort Plain on the American Revolution, one person said: oh yes, I have a great answer and it is who danced with him. If that is not likely to make the government records, but you never know what you may find when you start asking people now about what they did.

Cristyne Nicholas: So August 15th is when he arrived in Staten Island, and when did he go back to France?

Pete: July 1825. Over a year with a lot of stops in between.

Cristyne Nicholas: Thank you very much, Pete for raising the awareness.

To remind you all that March 8th is our next meeting, and it will be held in Albany.

If you are interested in going to Albany, contact any one of us.


Remember that the TAC meeting in May has been moved to May 31st and we will communicate with you on that.

I need motion to adjourn.

Meeting adjourned: 12:17 p.m.

- Motion approved by David Filipiak
- Motion second by Natasha Caputo

Next TAC meeting: March 7th – Albany, NY



NEW YORK STATE TOURISM ADVISORY COUNCIL

March 7, 2023

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CHAIR'S REPORT

NEW TAC MEMBER

- Kelly Blazosky, President of Oneida County Tourism
- Immediate past Chair of the Central New York Vacation Region
- Serves on the Board of Directors of the New York State Destination Marketing Organizations and Canal New York



FY 23/24 EXECUTIVE BUDGET

- ✓ \$58.5M for I LOVE NY program and advertising
- ✓ Extending the NYC musical & theatrical production tax credit
- ✓ \$200M for New York State Parks
- ✓ \$14M for State Fairgrounds
- ✓ \$845M in new econ. development funding
- ✓ \$455M for Belmont Park redevelopment
- ✓ \$18.5B improvements to JFK International
- ✓ \$52B MTA capital program



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Million
Visitors**



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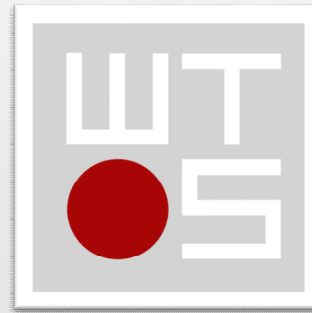
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I LOVE NY REPORT

INTERNATIONAL OFFICES

- Reach Global returning as Canadian representative
- KBC PR & Marketing is new UK representative
- Wiechmann Tourism Services is new Germany rep
- Attendance at two recent shows:
 - Brand USA Australia B2B day
 - Brand USA Auckland Travel Agent Expo



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BLACK TRAVEL ANNOUNCEMENT VIDEO

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Broome - Chenango - Herkimer -
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REGIONAL DETAIL: CENTRAL NEW YORK

COUNTY DISTRIBUTION

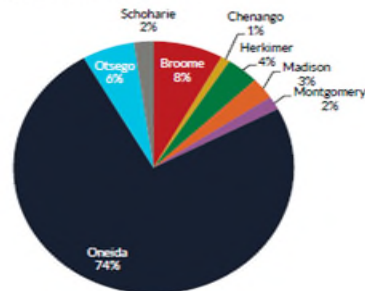
In 2021, visitor spending and tourism-related employment grew to \$3.7 billion and 33,630 jobs, respectively. The increase in direct spend of 80% versus 2020 was the fastest across New York State, resulting in the best performance versus pre-pandemic (142% of 2019 levels).

Relative to 2019, traveler spending was up most in Oneida County at 164% of 2019 levels – the highest of any county in the State.

Oneida County represents 74% of the region's tourism sales, with \$2.7 billion in direct tourism spending.

Visitor Spending by County

Percentage of visitor spend



Source: Tourism Economics

Traveler spending

Amounts in millions of nominal dollars

	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Total	\$1,456.5	\$678.3	\$663.2	\$588.9	\$97.2	\$183.4	\$3,667.6
Broome	\$91.4	\$7.7	\$119.4	\$48.4	\$19.0	\$9.1	\$295.0
Chenango	\$2.8	\$0.9	\$8.7	\$2.7	\$1.3	\$2.3	\$38.7
Herkimer	\$45.9	\$5.5	\$27.3	\$13.8	\$7.0	\$37.6	\$137.1
Madison	\$22.2	\$3.2	\$38.0	\$17.0	\$3.3	\$18.1	\$101.8
Montgomery	\$14.0	\$1.9	\$17.4	\$5.4	\$21.1	\$3.3	\$63.0
Oneida	\$1,185.9	\$644.8	\$364.8	\$459.6	\$42.4	\$31.2	\$2,728.7
Otsego	\$64.9	\$12.2	\$72.9	\$34.4	\$3.0	\$33.9	\$221.3
Schoharie	\$29.4	\$2.2	\$14.7	\$7.6	\$0.1	\$28.0	\$81.9

Source: Tourism Economics

TRAVELER SPENDING

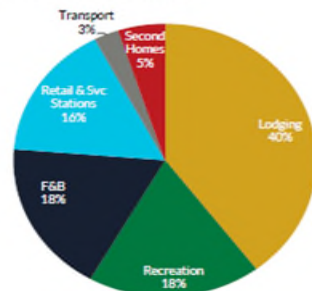
Travelers spent \$3.7 billion in the Central New York region in 2021 across a diverse range of sectors.

Spending on lodging and recreation comprised 40% and 18% of total, respectively.

Food & beverages also generated significant economic activity in the region, tallying \$663 million (18% of total spend).

Visitor Spending by Sector

Percentage of visitor spend



Source: Tourism Economics



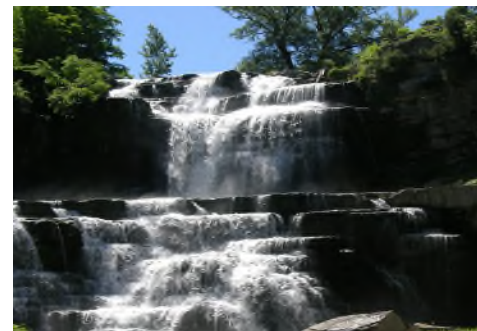
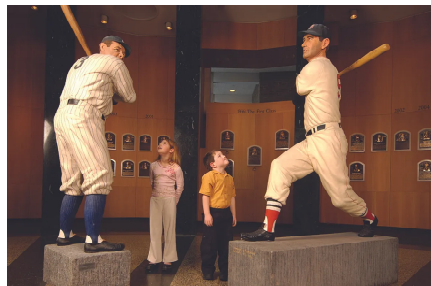
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- Brewery Ommegang is the official brewer of the HBO Game of Throne beers.



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McCauley Mountain Ski &
Recreation Area, Old Forge



Old Erie Canal State Park

Madison & Oneida Counties



Empire State Trail

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Water Safari, Old Forge





Herkimer Diamonds
Herkimer County

Howe Caverns

Schoharie County



Sylvan Beach Verona Beach State Park Oneida County



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Apr 1 Hoppy Easter Party

Apr 22 & 23 Earth Day Weekend

May 20 Teddy Bear Picnic

Jun 10 Touch-a-Truck

Jul 16 Antique Auto Show

Aug Summer of STEM

Sep 23 Wildlife Festival

Oct 21 Festival of Frights

Nov Sunday Afternoon Movies

Dec Festival of Trees

Dec 9 Holly Jolly Party

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Utica, Oneida County

Utica Comets | AHL Hockey

Utica, Oneida County





National Baseball Hall of Fame
Cooperstown



INTERNATIONAL BOXING HALL OF FAME

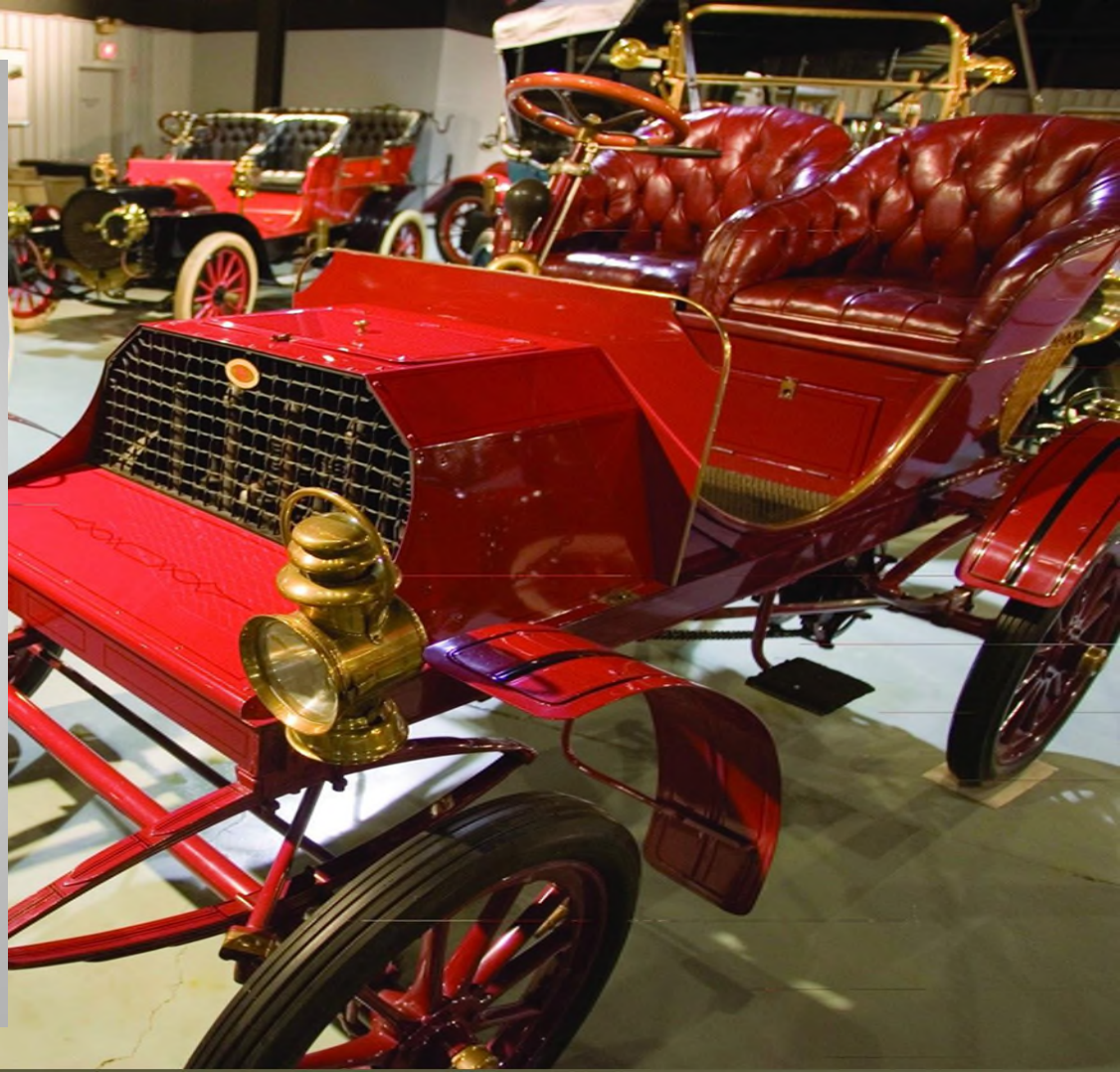
Canastota
Madison County



Atunyote Golf Course
Verona, Oneida County

History

- Northeast Classic Car Museum, Norwich
- Chittenango Landing Canal Boat Museum
- Farmers' Museum, Cooperstown
- Old Stone Fort Museum, Schoharie
- Gerrit Smith Estate National Landmark & Abolition Museum, Peterboro





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- Shrine of Our Lady of Martyrs, Auriesville
- Iroquois Indian Museum, Howes Cave
- Shak:owi Cultural Center, Oneida



Arts & Culture

- Arkell Museum, Canajoharie
- Fenimore Art Museum
- Glimmerglass Festival
- Hyde Hall
- Lorenzo State Site, Caz
- Munson-Williams-Proctor
- Oneida Community
- The Stanley Theatre





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July 8 - August 20

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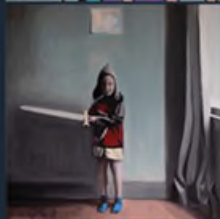


ROMEO AND JULIET

July 15 - August 19

Gounod/Barbier

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RINALDO

July 28 - August 17

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